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Kids Clothing E-Retailer Tackles Cart Abandonment

After an analytics and digital marketing strategy audit, we worked with the Primary.com team to design and implement an automated email strategy that is now capturing over $70,000 of annual revenue, equivalent to over a 10x project ROI in just the first year.

ABOUT THE CLIENT

Company Name	**Primary.com**
U.S. Alexa Rank	**53K**
Sessions/Month	**200K+**
Funding From	**Homebrew, Female Founders Fund, Harrison Metal**

THE PROBLEM

We were first introduced to founder Christina Carbonell by one of Primary's designers who knew they were looking to work on their conversion rates. They had just raised a new round of funding and had aggressive revenue targets to hit.

The challenge was where to focus. Their digital marketing strategy spanned onsite activities, social media, a large and growing email list, and a heavy investment in paid digital advertising.

Each of these areas was full of possibilities, but what would deliver the highest ROI with the least amount of effort?

THE ROADMAPPING SESSION

To find out, we started with a roadmapping session. We do this with all of our clients to quickly align ourselves with each client's unique goals, strategy, and vision.

During the two hour session at Primary's office, we met with the founders, marketing team, and tech team to get deep insight into what's been tried, what worked, and what didn't. We discussed current revenue and goals for the future.

Next, we were given access to Google Analytics and Mixpanel which allowed us to dive into the analytics and look for exciting opportunities.

THE ROADMAPPING REPORT

Next, we took all the information we gathered and decided on four projects that we considered to be the lowest hanging fruit for the Primary team, headlined by a cart abandonment email strategy.

Primary's cart abandonment percentage was higher than industry averages and they hadn't spent much time trying to improve it. Also, a small reduction in this number would deliver a valuable revenue improvement.

Christina and the team loved the cart abandonment strategy idea but their tech team was backed up with a long line of improvements already planned out. It was unclear when they would have time to get to it.

That gave us the opportunity to work with Primary on a technical level, beyond just the strategic work we were doing. Smooth Conversion began as a software development agency and we pride ourselves on being able to not just propose strategy, but to execute it as well.

To that end, we utilized the following process to implement the cart abandonment strategy:

1. Worked with the Primary design team to plan out the cart abandonment email template

2. Utilized email service provider's (Sailthru) dynamic templating language to code the template for use

3. Advised technical team on API integration to schedule initial email test

4. Set up tracking, monitored, and reported on email conversion success

5. Implemented sending of email to additional segments in Ruby on Rails codebase once the first segment was successfully converting

RESULTS

Primary's potential customers responded well to the new email series,

converting with enough consistency to deliver over **$6,000/month** in additional revenue. That comes out to a **10x yearly revenue ROI**.

We're currently exploring the feasibility of sending this email to other segments in order to fully realize the revenue capturing potential.

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